

North Carolina Hospital Recruitment and Retention Strategies

Findings from the 2000 Survey of North Carolina Nurse Employers

March 2002

In the summer of 2000, each of the 125 hospital facilities and/or hospital systems located in North Carolina was surveyed about current and future needs for nursing personnel. One hundred returned completed surveys for a response rate of 80%. Vice Presidents of Nursing and/or Patient Services were asked to describe their most effective programs for: recruiting new RN graduates; reducing turnover among new RN graduates; recruiting experienced nurses; and retaining established staff RNs. On each item, respondents were allowed to provide more than one response. Total responses were analyzed and coded based upon similar themes. A second reviewer then analyzed and provided feedback concerning the thematic codes and total responses were tallied. The percentages reported in Tables 1 through 4 are derived by using the total number of strategies mentioned as the divisor, rather than using the number of hospitals that provided a response. This is done because some hospitals mentioned multiple strategies that fell within a single category when the data was summarized.

New RN Graduate Recruitment Strategies

When asked to report strategies for recruiting new RN graduates, 82 (66%) of NC hospitals reported a total of 119 strategies they considered to be effective (see Table 1). The top two strategies account for 43.7% of the total responses and focused on relationship building with students and new graduates. Affiliations with nursing programs and outreach were reported as

Table 1. New RN Graduate Recruitment Strategies

<i>Recruitment Strategies</i>	Number reported	Percent reported
Affiliation with schools of nursing, outreach to new graduates	28	23.5
Personal approach at open houses, job fairs and interviews	24	20.2
Internship, preceptor, mentor programs	18	15.1
Scholarships	16	13.4
Competitive wages, strong pay scale	10	8.4
Advertising	6	5.0
Word of mouth	4	3.4
Hiring bonus	3	2.5
Flexible scheduling, control over shifts	2	1.7
Positive collegial environment	2	1.7
Other	6	5.0
Total Responses	119	99.9%

Note: 82 hospitals responded to this question. Due to rounding, percents may not equal to 100.